



DATES

May 23 - 25, 2019
Thursday - Friday
8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate until May 9)
Php 19,200.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)830.2041

Schedules and prices may change without prior notice.

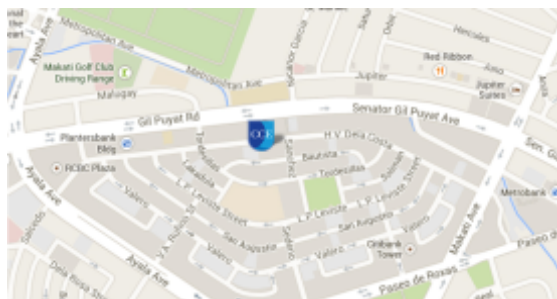
Sales Fundamentals: Leap towards Your Sales Journey

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



CUSTOMIZED PROGRAMS

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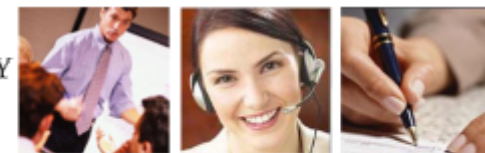


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March 20, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Sales Fundamentals: Leap towards Your Sales Journey

May 23 - 25, 2019

 CENTER FOR CONTINUING EDUCATION

This three-day course will provide the learning of vital skills for dealing with accounts/customers and closing the sale. It goes through the process on how to:

- A. Effectively engage in an information exchange with the buyer during the sales call;
- B. Efficiently address buyer's concerns and subsequently resolve them;
- C. Effectively know what "turns on/off" the buyer;
- D. Effectively impart to the buyer what matters most about a product or a proposal; and
- E. Proficiently make effective sales presentations.

Overall, this course will emphasize what the salesperson should do in a selling call and how to do it well to get the buyer's "yes."

Sales Fundamentals:

Leap Towards Your Sales Journey

objectives

After this course, you will:

1. Learn to strengthen the salesperson's selling competence and thus ensuring productivity in every selling call;
2. Understand well what a buyer needs and wants - thus matching these with well-thought-out proposals; and
3. Make data-based decisions and workable ideas in view of buyers

who should attend

- Salespersons, up to sales supervisor or first-line sales manager level, with at least 1 - 2 years' field sales experience.
- Salespersons wanting to re-learn their basics and/or to refresh their selling techniques.
- Non-sales people wanting to appreciate how effective selling should be.



resource persons



MR. ROGERICK FERMIN is the General Manager of Concept Foods Marketing Corp, a company that manufactures and distributes Ulalamm, a ready to eat (RTE) brand or instant meals. He is also the Business Development Manager of Leysam Commercial, Inc. He has in-depth experience in developing and implementing selling systems and training programs in both local and regional levels. He has a proven track record in distribution management, setting up of trade channels, and business-building programs that yielded revenues and profits for various companies.

Mr. Fermin has a Bachelors degree in Economics from the Ateneo de Manila University.



MR. RONALD ZIALCITA has extensive experience in sales and distribution in the consumer goods industry, and the highlights of which have been on general sales management, sales training and development, and operations management of distributors.

His sales career had been with Procter & Gamble, starting as an ex-truck salesman, and from there he had increasing responsibilities in field sales management covering major wholesalers and the modern trade (key accounts). He further moved on to becoming Sales Training Manager for Philippines/Indonesia, and eventually Thailand.

He progressed through heading the sales organizations of Universal Robina Corporation, Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

program content

- I. Face-To-Face Communications
- II. Handling Objections
- III. Account Penetration
- IV. Features and Benefits
- V. Persuasive Selling
- VI. Closing Techniques

complementary courses

Build. Motivate. Sustain. Keys to a Winning Team

May 14 - 15, 2019

This two-day Transformational Sales Learning and Leadership Workshop Session will give participants new awareness, mindsets, learnings and experiences. The big question really is how does one become a sales manager?

Sell to Serve

May 20 - 21, 2019

This strategic and tactical two-day learning workshop will discuss five customer-centric sales mindsets to sell more, serve more, and lead more.

Sales Management

August 16 - 18, 2019

Sales Management is designed to provide you with an insight on the characteristics, skills, and tools that a sales manager must possess to effectively manage both business and people.